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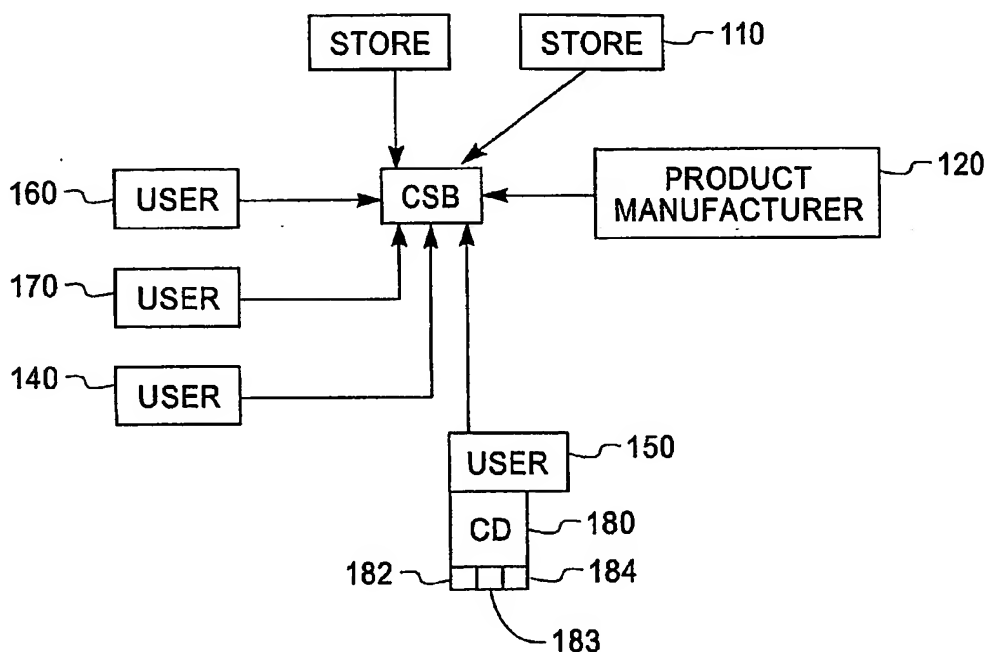
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(54) Title: **COUPON EXCHANGE NETWORK AND SERVICE BUREAU**



(57) Abstract: The present invention provides methods, apparatus and systems for a coupon service facilitated by a coupon service bureau that manages the easy creation and exchange of targeted coupons created by users (150, 160) and other coupon associates. Moreover, immediate coupon information may be provided at the store using coupon devices that notify users (140, 170) about product information and the best discounts that are available at the current store or further advantages available at other stores (110).